



ICO Consultation: children and the GDPR guidance

Company name:

Direct Marketing Association UK Limited (DMA)

About the DMA:

The DMA is the trade body for the data and marketing industry. We represent over 1,000 organisations – encompassing brands, agencies and marketing service companies.

Please visit our website www.dma.org.uk for more information about us.

DMA response:

Processing personal data about children requires special protection and organisations must take steps to ensure that privacy information is presented in an appropriate way that helps a child to understand the consequences for them.

DMA members are working on new and innovative ways to display privacy information to their customers and ensure that they understand how organisations are using their personal data. We would be happy to help the ICO in creating the new Age Appropriate Design Code, perhaps at a later stage in the process by providing the ICO with practical case studies from a marketing context.

Conclusion

The DMA would be happy to participate in follow up work and contribute further to the code.

[Redacted]

Telephone: [Redacted]

Email: [Redacted]

Direct Marketing Association (UK) Ltd, DMA House, 70 Margaret Street, London W1W 8SS

t 020 7291 3300 f 020 7291 3301 e dma@dma.org.uk w www.dma.org.uk

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